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I hereby certify that this paper and every paper referred to therein as being facsimile transmitted to (571) 273-8300: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: July 30, 2007 (Date of Deposit) 20 (No. of pages)

EDMOND A. DEFRANK
By


Signature

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PATENT APPLICATION
Attorney Docket No: 10002991-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:
Daniel C. Castle

Serial No.: 09/738,199

Group Art Unit: 3622

Filed: December 15, 2000

Examiner: Y. Retta

For: **METHOD AND APPARATUS TO MAXIMIZE
ADVERTISING REVENUE**

PRELIMINARY AMENDMENT

Hon. Commissioner for Patents
Box RCE
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Before taking action in this case, please enter the following preliminary amendment in response to the Final Office Action dated April 30, 2007 as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.